

**GOVERNMENT OF INDIA
AGRICULTURE
LOK SABHA**

UNSTARRED QUESTION NO:1037

ANSWERED ON:20.08.2007

MARKETING OF BRANDED SPICES

Dhotre Shri Sanjay Shamrao;Gawali Smt. Bhavana Pundlikrao

Will the Minister of AGRICULTURE be pleased to state:

(a) whether the Government proposes to market branded spices and value added products in the domestic market through a separate vehicle/mode;

(b) if so, the details thereof; and

(c) the steps taken/being taken by the Government to ensure remunerative and stable prices for the farmers and availability of quality products to the consumers on economical prices?

Answer

MINISTER OF STATE IN THE MINISTRY OF AGRICULTURE (SHRI KANTILAL BHURIA)

(a) & (b): Yes, Sir. Spices Board, Cochin has introduced spices in branded consumer packs in the domestic as well as international market under the brand name of 'Flavourit'. The Flavourit brand is promoted by Spices Board and marketed by STCL, a subsidiary of State Trading Corporation Ltd. Seventeen spices, mainly organic spices, are marketed under 'Flavourit' brand, viz: Black Pepper, White Pepper, Cardamom, Black Pepper Powder, White Pepper Powder, Chilli Powder, Turmeric powder, Ginger powder, Vanilla beans, Rose Mary, Thyme, Oregano, Tamarind Concentrate.

(c): Spices Board has initiated marketing of branded spices, to introduce a direct marketing channel to the farmers and realize a better price to their produce, as spices in commodity form are more vulnerable to price competition. By value addition, branding and marketing of the branded products in domestic and international market, price fluctuations could be contained to a great extent leading to price stability and better price realization to farmers. Besides the above measures, Spices Board is taking steps to set up Spice Parks at main growing centers which will facilitate processing, grading, warehousing, value addition and marketing of spices by providing necessary infrastructure to farmers, traders and exporters. Besides Spices Board, the Ministry of Agriculture has developed an Agricultural Marketing Information Network (Agmarknet) by linking important agricultural markets in various States to collect and disseminate market information relating to various commodities for helping farmers to avail better marketing opportunities to fetch remunerative prices for their produce. Implementation of market reforms is also being pursued with the States for creating alternate marketing opportunities which can facilitate better price discovery and price stability. Grading and certification of Agmark Standards is also being promoted for ensuring remunerative prices in the market and availability of quality products to the consumers.